

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:146

ANSWERED ON:25.04.2016

New Tourism Policy

Nayak Shri B.V.;Premachandran Shri N.K.;Roy Prof. Saugata;Sahu Shri Chandu Lal

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to formulate a new tourism policy in the country to promote heritage tourism;
- (b) if so, the details thereof including the salient features of the policy;
- (c) whether the Government proposes to introduce single window clearance for tourism promotion and if so, the details thereof;
- (d) whether the Government proposes to start new tourism projects with the participation of State Governments and private sector and if so, the details thereof, State/UT-wise along with the steps taken by the Government to encourage trade at tourist places, State/UT-wise including the State of Chhattisgarh; and
- (e) whether the Government has received proposals from various State Governments including West Bengal and Kerala for promotion of tourism and if so, the details thereof and the status of such proposals?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) & (b): The Ministry of Tourism has formulated a draft National Tourism Policy for the overall development and promotion of tourism in the country including the various tourism products such as heritage tourism, amongst others. The salient features of the Policy include:

- â€¢ Focus on Employment Generation and Community Participation in tourism development.
- â€¢ Stress on development of tourism in a sustainable and responsible manner.
- â€¢ An all-encompassing policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.
- â€¢ Development and promotion of the varied tourism products of the country.
- â€¢ Includes aspects of Swachhta (cleanliness), Suraksha (safety) and Swagat (welcome).
- â€¢ Development of core infrastructure as well as Tourism Infrastructure.
- â€¢ Emphasis on skill development across all segments.
- â€¢ Emphasis on technology enabled development in tourism.
- â€¢ Focus on promotions in established source markets and potential markets.
- â€¢ A more pro-active role at multilateral tourism fora.
- â€¢ Emphasis on Market Research and Intelligence.

(c): There is no such proposal. For all promotion works which are undertaken by the Ministry of Tourism presently, clearances and approvals are accorded at different levels of Ministry including overseas and domestic offices, as follows:

(i) Ministry of Tourism, as part of its on-going promotional activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country.

(ii) A series of promotional activities are undertaken in important and potential tourist generating markets overseas and within the country through the Indiatourism Offices (Overseas and Domestic) with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These include participation in travel fairs and exhibitions; organising road shows, 'Know India' seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

(d) & (e): The Ministry of Tourism (MOT) has launched two schemes in 2014-15 namely, Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes and the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrim centres.

Under these Schemes, the Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for various tourism projects subject to availability of funds, liquidation of pending utilization certificates against the funds released earlier, submission of suitable Detailed Project Report (DPR) and adherence to the relevant scheme guidelines.

The State/UT wise details of project proposals sanctioned under the schemes of Swadesh Darshan and PRASAD including the States of Chhattisgarh, West Bengal and Kerala are given in the Annexure.
